



News Media for Awareness and Advocacy in Livestock Research for Development

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The Challenge

- Communications that target news media are public/official kinds of communications
- They may contain news (hard news stories), stories (feature articles) or opinions (op-eds)
- They are intensively 'produced' and institutionally vetted
- Print and online media are changing fast and dramatically, blurring traditional boundaries

The Approach

- Engage: The public have a right to know—*and*, they don't speak science
- Keep public awareness and public relations work distinct; employ different approaches
- Tailor vehicles as appropriate: Advisory, news release, media roundtable, field visit, interview, phone chat, pitching a story
- Tell stories and use visuals (images, data journalism, infographics, short videos)

Do's and Don'ts

Don't

- Worry if the media sometimes get things wrong
- Produce videos of 'talking heads' or give everyone equal air time (this is not a democracy)
- Produce long (expensive) documentaries (unless you have a ready market for them)

DO

- Show rather than tell
- Note down what strikes you immediately after an interview and organize your story/article around that
- Do quick film interviews of interesting speakers

Insights Gained

- Create a voice from the 'South' distinct from the voice from the 'North'
- We can't 'manage' the media but we can manage your relations with the media & partners
- All media is 'new media' these days:
If we don't keep up, we'll be left behind
- Say when you are speaking from science vs when you are giving an opinion

Key Lessons

- Speak in a natural voice
- Tell stories
- Tell the truth—and say why it matters
- Keep you partners close
- Keep communicating
- Boring people is a crime against humanity
- Mastery takes lots and lots of practice

Links

- ILRI News Blog: News.ilri.org
- ILRI Clippings Blog: Clippings.ilri.org
- ILRI YouTube: YouTube.com/user/ILRIFILM
- ILRI Feeds: ILRI.org/NewsFeeds
- CGSpace: CGSpace.cgiar.org